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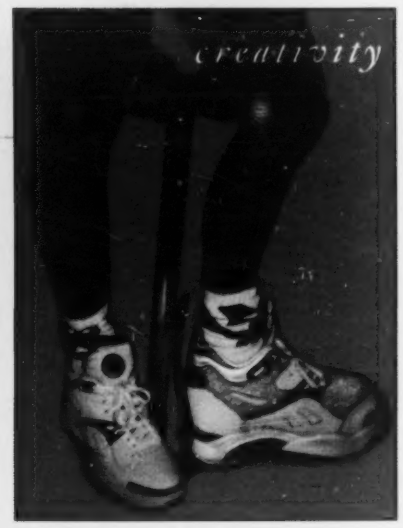

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Ad Review: Garfield says Duracell's commercials will outlast the Energizer bunny. **Page 48.**

Disney to buy magazine

By Scott Donaton

Walt Disney Co., making good on its promise to become a player in consumer magazine publishing, is close to acquiring 8-month-old *FamilyFun* from founding Publisher-Editor Jake Winebaum and *U.S. News & World Report*.

The family activity magazine would be Disney Publishing Group's third title, joining the 16-month-old digest-size *Disney Adventures* for kids and the consumer science magazine *Discover*, which Disney pulled from the rubble of Family Media last September and is relaunching with the March issue.

FamilyFun was launched as a joint venture between *U.S. News* and Mr. Winebaum, a senior marketing executive with the newsweekly. It was published twice last year, in May and November.

Mr. Winebaum, 32, who will remain publisher of the magazine after the sale, approached a number of publishers in recent months seeking to sell all or part of the fledgling magazine, industry sources say.

He contacted Cahners Publishing Co., Reader's Digest Association and Time Warner, among others, after *U.S. News* owner Mortimer Zuckerman decided against further investment in *FamilyFun*.

Disney has been active on the magazine acquisition trail since shortly after the fall 1990 launch of *Disney Adventures*.

In November of that year, Disney tapped John Skipper, then president and publishing director of *Spin*, as VP-magazine publishing. His goal was to expand the company's portfolio of magazines through launches and acquisitions.

Disney wants eventually to publish *FamilyFun* 10 times a year.

Disney has said it's only interested in magazines that fit with its wholesome family image, a criterion *FamilyFun* meets.

The magazine is targeted to parents of 3-to-15-year-olds and focuses on family travel, entertainment and other upbeat family-related activities. It has a rate base of 200,000.

FamilyFun's third issue is due in May. Disney plans to increase its frequency first to quarterly or every-other-monthly, sources say, and eventually to 10-times-yearly.

Early advertiser reaction to *FamilyFun* has been fairly strong. The launch issue carried 62 ad pages; the second had 81.

Mr. Winebaum and *U.S. News* officials

(Continued on Page 48)

BASH, BASH, BASH

U.S. marketers turn red, white & blue against Japan

By Gary Levin

Compaq Computer Corp. is advertising that a new computer comes "from the labs in Houston." Black & Decker Corp. has added an American flag-like symbol to its tools. Ads for a cadre of car dealers implore drivers to "buy American."

A new wave of American patriotism is creeping into the consumer marketplace. Fueled by President George Bush's trade mission to Japan last month, which led a Japanese politician to reportedly call Americans "lazy," "illiterate" and "subcontractors" to Japan, corporate America has begun to fight back.

American advertisers are tapping into what they see as an emerging anti-import-*anything* movement, and research is backing them up.

Yankelovich Clancy Shulman studies show that a majority of Americans (and especially those over 50) say they feel "guilty" about buying foreign-made products. But the rub is that many still do. When shopping for luxury cars, "my guess is that people will walk around feeling guilty, and then buy Japanese," said Kevin Clancy, chairman of the research firm.

■ **Honda and Toyota are running ads promoting their U.S. investments—Page 44.**

Yet "there's little doubt in my mind . . . that the Japan-bashing coming out of Washington and other industries will change public opinion," he said. "Whether it's an ephemeral change or an enduring change, I don't know."

Few are as vitriolic as Chrysler Corp. Chairman Lee Iacocca, who in a 1990 TV campaign growled that "America is getting an inferiority complex about Japan," mimicking consumers' paranoia: "Everything from Japan is perfect. Everything from America is lousy," he said.

Others have tried the same tack. Recent TV spots for Crafted with Pride in the USA Council, a textile industry group, show stark scenes of unemployment lines and crates stamped "import"

(Continued on Page 44)

P&G tries new Ultra detergents

By Jennifer Lawrence

Procter & Gamble Co. this week starts testing the first superconcentrated liquid detergents in the U.S., yet another major step in the company's aggressive new-product strategy.

Seven superconcentrated Ultra liquid detergents—under the Cheer, Era, Tide and Dash brands—will be tested simultaneously in Colorado and parts of Wyoming, Nebraska and South Dakota.

Advertising for all the products will begin in March.

P&G, the dominant player in the $3.6 billion laundry detergent category with a 55.5% share, will also test Ultra Refills of the new liquid products.

The refill bottles are lightweight, translucent milk jug-type plastic made from 50% post-consumer recycled plastic.

P&G's creation of a superconcentrated liquid segment in the U.S. market dovetails with its expansion of superconcentrated powders and the global expansion of Pampers Phases disposable diapers.

These moves will reinforce P&G's leadership position in its core markets, industry analysts say.

P&G will also test Ultra Refills of the liquids.

Chairman-CEO Edwin Artzt "has given the mandate that P&G wants to be first and that P&G, as the market leader, should lead markets in improved technology," said Andrew Shore, analyst at Prudential Securities. "Procter is leading the way at a time when others are reluctant to spend."

He added: "Almost anything Procter is doing in its big core catgories is done with global intent."

Analysts say they believe P&G has an eye on global markets for the Ultra liquid detergents and won't test them long if consumers take to the liquids as they have to the superconcentrated powders.

The new, smaller bottles with more powerful product formulas could appeal to both consumers and retailers, observers say. Consumers may find them more convenient, and retailers will be able to get more product on store shelves. P&G will benefit from selling a higher-margin product.

Also, the refill ties in to consumers' environmental concerns.

To make it easier for consumers to know when they're running out of liquid, the new Ultra bottles feature a transparent side view stripe.

The liquids will be advertised separate-

(Continued on Page 48)

LAST MINUTE NEWS

Excedrin may be headache for DDB Needham

NEW YORK—Bristol-Myers Squibb Co.'s Excedrin analgesic, a $25 million-plus account, is in danger of slipping away from DDB Needham Worldwide, industry sources said. DDB Needham earlier lost a creative shoot-out for Excedrin IB's introductory spot to Bozell. A second shoot-out is under way for the post-introductory period, the sources said. Contenders include the incumbent, Bozell, J. Walter Thompson USA and several unidentified agencies. "DDB Needham continues to be the agency of record for the Excedrin franchise," a Bristol-Myers spokesman said.

Slumping Bacardi goes to Lintas

MIAMI—Bacardi Imports, facing the worst sales slump in decades for its flagship rum, moved $30 million in spending to Lintas:New York from McCaffrey & McCall, New York. Included in the switch is Bacardi Breezer, a cooler line.

Tobacco Institute tells kids: Say no

WASHINGTON—The Tobacco Institute this week will unveil the first TV public service announcement tied to its "Helping Youth to Say No" anti-smoking effort. The campaign, financed by the Family COURSE Consortium, of which the trade group is a member, was created by Capital

(Continued on Page 8)

FDA calls retreat on drug ad guides

By Steven W. Colford and Joe Mandese

WASHINGTON—The Food & Drug Administration is backing away from its plan to issue advertising and promotional guidelines for prescription drug marketers.

Barely three months after the FDA actively solicited comments on proposed guidelines for drug company-sponsored conferences, a spokesman said the agency is now considering other alternatives and may also postpone or abandon the notion of issuing guidelines for drug advertising.

Proposed ad guidelines were expected at the end of January.

The decision to back away follows recent moves by the FDA to crack down on what it considers objectionable claims in consumer drug advertising.

Some ad agencies, drug marketers and lawyers say the FDA is using strong-arm tactics to investigate a number of drug company campaigns.

FDA investigators in the past six months have shown up at the offices of agency executives and homes of ex-agency executives in search of records related to drug campaigns, said Stuart Lee Friedel, a partner with the law firm Davis & Gilbert, New York.

Among the clients Mr. Friedel represents is Kallir, Philips, Ross, New York, which has been interrogated by FDA agents about advertising for Ortho Phamaceutical Corp.'s Retin A.

Retin A had been approved by the FDA as an anti-acne prescription treatment, but the FDA objected when the drug was promoted as an anti-aging treatment. Kallir handled those promotions.

The FDA has since turned over investigation in that year-old case to the

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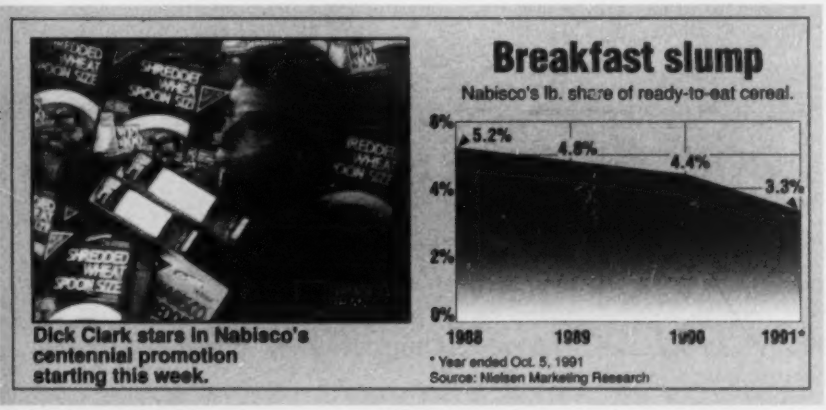

Dick Clark stars in Nabisco's centennial promotion starting this week.

JOHN SMITHER

Nabisco acts to stop cereal share slide

By Judann Dagnoli

Nabisco Foods Group is recommitting itself to the cereal business after several years of market share erosion.

Long considered a poor sibling to Nabisco's cookies and crackers, ready-to-eat cereals, though a profit generator, have been treated as niche products worthy of sporadic marketing attention at best.

But scant ad spending and few new-product initiatives have finally taken too great a toll on Nabisco's cereal market share.

As a result, the company is now taking a "back to basics" approach to cereals that's centered on its flagship Shredded Wheat brand, said John Baumbusch, group product manager.

Starting this week, the 100-year-old cereal will be the focus of a short-term centennial consumer promotion and ad campaign that features America's perennial teen-ager, Dick Clark. A long-term image campaign is expected by yearend from FCB/Leber Katz Partners, New York.

"We'll never be a Kellogg," said Mr. Baumbusch, referring to the market leader's just under 40% share of the $7 billion category. "But we'll be more of a player."

Toward that end, Nabisco merged its cereal business into the cookie/cracker division early this year. The move gives Nabisco a competitive advantage over other cereal marketers, including the use of more localized promotions, Mr. Baumbusch said. In addition, cereals now fall under the leader-

(Continued on Page 41)

Olympic fire sale

CBS unloads inventory in last-minute deals

By Joe Mandese

The traditional premium advertisers put on Olympic ad time is evaporating due to steep discounting on CBS' coverage of the 1992 Winter Games.

Prime-time spots that had originally sold for $250,000 each have been selling for $150,000 to $175,000 in recent weeks, as CBS pulled out all stops to sell the remainder of its Olympics inventory.

"Our strategy is to sell out. Our strategy is not to take units to Albertville," said George Schweitzer, CBS senior VP-marketing and communications.

The network's coverage of the Games starts Feb. 8.

At press time, network and agency sources estimated CBS had less than 5% of its Olympic commercial inventory remaining, but the last-minute push has tarnished the Olympics' gold.

Buyers estimate the prime-time cost per thousand for Olympic buys has fallen about 47% to $8. That's about what conventional prime-time network programming during the period would cost.

"It's less than half the CPM that ABC was charging when it had the Olympics in 1988," said a buyer who made a recent Olympics deal with CBS.

Those good deals have brought in a flurry of last-minute buys by a variety of advertisers, including: American Home Products Corp., American Isuzu Motors, BMW of North America, Kraft General Foods, McDonald's Corp., Mercedes-Benz of North America, Reebok International, Texaco, Toyota Motors Sales USA's Toyota and Lexus divisions, USAir and Warner-Lambert Co.

Most of the latecomers bought smaller amounts of Olympics time that were packaged together with other CBS inventory, including sports and prime time.

A host of big upfront Olympic advertisers paid heavy premiums to be in the Games, including Anheuser-Busch Cos., Chrysler Corp., Coca-Cola Co. and Eastman Kodak Co.

OLYMPICS 1992

■ Anatomy of a CBS Winter Olympics ad buy —Page 46.

To bring those upfront clients in line with the rest of the marketplace, CBS was forced to upgrade the deals several times with bonus units and guarantees, and is expected to offer additional upgrades by the time the Games begin.

For at least one Olympic advertiser, Northwestern Mutual Life Insurance Co., the average cost per 30-second spot dropped 9% since initial deals were cut.

"Let's just say we made a very good buy," said Maurice Kelley Jr., VP-marketing services at SmithKline Beecham Consumer Products Co., which bought an early Olympic package from CBS that includes about 100 commercial spots. "We believe the Olympics are worth some premium, but there was some negotiation. I'd prefer to say we're comfortable."

Olympic deals have gotten so good that Anheuser-Busch last week made an incremental buy on the network to launch a sep-

(Continued on Page 46)

Couponing reaches record clip

By Scott Hume

A dramatic and surprising increase in coupon distribution and use in 1991 is expected to continue in 1992, two monitoring organizations reported.

Signaling a growing price consciousness among consumers, the trend could mean trouble for premium-price products and create opportunities for discount retailers, the groups say.

Product marketers distributed a record 292 billion cents-off coupons last year, reported Dun & Bradstreet Corp.'s NCH Promotional Services, and consumers redeemed nearly 7.5 billion of them, another record.

The number of coupons distributed, including both the grocery and health & beauty aids categories, represented a 4.5% increase, relatively unchanged from the 4.4% increase in 1990. But distribution was expected to have plateaued rather than grown.

CMS, another coupon management company, had predicted in mid-1991 that full-year distribution would be up less than 1%. But its yearend tabulation showed distribution had risen 12%.

That suggests product marketers greatly increased couponing during the second half of the year as consumer spending fell and marketers sought short-term incentives to drive sales and meet volume goals.

Even with the rise in the number of coupons, both monitoring organizations determined redemption rose 5%. That was unexpected, given the 0.6% decline in redemption during 1990, according to NCH data.

"Consumers . . . saw coupons as a way to save money, and they used them," said Jane Perrin, NCH senior VP-marketing. "Redemption was up more than we anticipated.

"We expect these trends to continue. 1992 is going to show consumers using even more coupons unless the economy gets better quickly.

"Manufacturers should be looking

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JOHN SMITHER

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- **Procter & Gamble** will test-market seven superconcentrated Ultra liquid detergents. ..... **Cover**
- **Coupon** distribution and use rose dramatically last year, signaling growing price-consciousness by consumers. **1**
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- **Nabisco Foods** starts a centennial promotion this week for its Shredded Wheat cereal, featuring Dick Clark. **1**
- **Food & Drug Administration** is backing away from plans for ad and promotion guidelines for drug marketers. **1**
- **Campbell Soup Co.** will introduce Swanson Fun Feast frozen meals for children, a latecomer to a hot segment, with a campaign breaking in May. **3**
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*Burke Marketing Research, 1988 - 1991 pre-post averages

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Campbell Soup Co. thinks desserts will make its new line of kids meals stand out.

Campbell finally sets kids meals

By Judann Dagnoli

Campbell Soup Co. is entering a product category that executives said it never would: frozen meals for kids.

New Swanson Fun Feast is a latecomer to a burgeoning segment dominated by two fairly entrenched players, ConAgra Frozen Foods Co.'s Banquet Kid Cuisine and Tyson Foods' Looney Tunes.

The network TV campaign for Fun Feast breaks May 1 via BBDO Worldwide, New York, which won the company's estimated $25 million frozen food account earlier this year from Ogilvy & Mather.

Campbell is expected to spend $5 million to $8 million in advertising Fun Feast the first year.

"If we didn't compete, they would cannibalize our base business."

"The real opportunity in kids meals was two years ago," admitted James Van Stone, VP for Campbell's convenience meals sector. "It would have been better to have been first."

Technological problems slowed development of the line. There was also initial resistence by upper management. For example, Herb Baum, president of the Campbell North & South America unit, stated publicly in the past that kids meals wouldn't prove to be a successful category.

Campbell has now been forced into the fray to protect its Swanson brand—with a good consumer base of children—from the inroads of competitors.

"If we didn't compete, they would cannibalize our base business," Mr. Van Stone said.

While Fun Feast is similar to the competitive offerings, Campbell believes the brand's advantage is its desserts.

Available in eight varieties, including the frozen dairy dessert Arctic Freeze, the treats lift out of the food tray before microwaving.

The line's main meals, aimed at kids ages 6 to 11, are

(Continued on Page 47)

The $72M question:

How much Rover ad work will new agency get?

By Elena Bowes

LONDON—Rover Group is considering moving as much as $72 million in European Rover car advertising business to Kudos Marketing, a new agency being set up independently by Rover's marketing director.

Rover, a British Aerospace unit, wants to consolidate all its advertising and below-the-line services, said Mike Kennedy, Rover's external affairs director.

Backer Spielvogel Bates Europe handles Rover creative across Europe, centrally coordinated by BSB Dorland here. Zenith Media Buying Services handles media buying.

"There's a stronger likelihood that the U.K. account will go to Kudos than the [entire] European account," Mr. Kennedy said. The U.K. portion is estimated at $36 million.

Mr. Kennedy said the decision whether to move the entire European Rover car account is up to Kevin Morley, who will head the new agency and retain the title of managing director-Rover marketing. He was unavailable for comment.

Rover is supporting Mr. Morley's venture because "we believe it's more useful to have under one roof all the agency services that are currently

"It's more useful to have under one roof all the agency services."

under six or seven roofs. By having them all centralized, the interface between them is much more effective than having them supervised from separate groups," Mr. Kennedy said. "We also will save money."

Kudos will be majority owned by Mr. Morley, and a decision on whether Rover or British Aerospace will take any equity will be made within the next few weeks, Mr. Kennedy said.

Mr. Morley has had discussions with Jack Rubins, the former chairman of McCann-Erickson UK, about joining Kudos, but it's not clear in what capacity. Mr. Rubins said he's considering joining Kudos but that he will continue with SMS, a design, production and ad agency that he owns.

Kudos will provide advertising, direct marketing, promotion and merchandising services to Rover, Mr. Kennedy said. It will be available to handle other clients as long as they don't conflict with the Rover business.

BSB Dorland officials wouldn't comment on the potential account loss. The European network is expected to keep the estimated $38 million European Land Rover account.

"The present thinking is that Land Rover will stay where it is for the short-term future," Mr. Kennedy said. He expressed satisfaction with BSB Dorland's work but said: "We think this move is better for Rover in terms of focus and cost-effectiveness." □

Cable ranks high in quality

By Alison Fahey and Joe Mandese

TV viewers increasingly rate the quality of cable programming ahead of that of the broadcast networks, according to a study by Lintas:USA.

In "TV '92," an annual survey gauging consumers' attitudes toward TV, 34% of respondents said cable TV programming was "somewhat or much better" than the same period a year ago, while 27% said the same about broadcast TV. The survey, conducted in October, asked respondents to rate the quality of programming during the previous month.

This is the first time cable has pulled ahead in the report since the 1988 broadcast TV writers strike.

In "TV '91," 30% of the respondents perceived both broadcast and cable TV networks as improving their programs. And in the 1990 report, 26% of the respondents said they perceived both media as improving programming.

"The key point here is the disparity between broadcast and cable and the increase in perception of cable programming," said Bernard Guggenheim, Lintas senior VP-director of media information services.

However, he said, even though fewer respondents gave favorable reviews to broadcast TV, the change wasn't significant enough to signal a trend.

The study was based on telephone interviews with 500 randomly selected consumers 18 years and over. Margin of error was plus or minus 3.7 percentage points.

Viewers are still concerned about program content, the study found. Forty-six percent of the respondents said they were "upset with advertisers [buying time on] offensive programs." That's up from 38% and 40% in the '91 and '90 reports, respectively.

One out of every five respondents took action against advertisers, the survey indicated, by boycotting prod-

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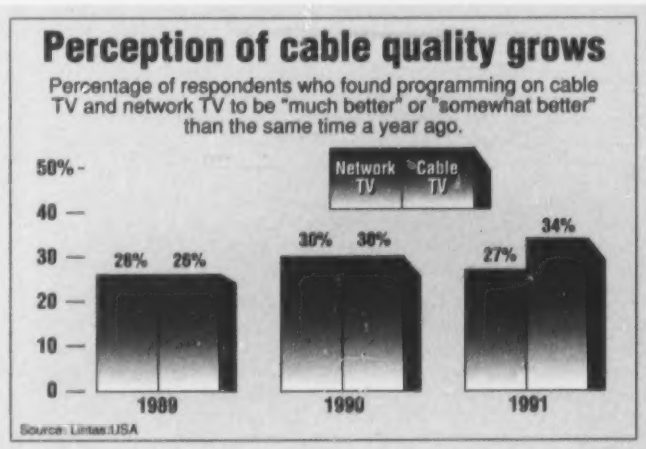


JOHN SMITHER

Nestle, ABC strike Taster's Choice deal

By Bradley Johnson and Joe Mandese

ABC will soon unveil the next episode of the Sharon and Tony melodrama, but it's not a TV show. This is a commercial for Taster's Choice.

Nestle Beverage Co. signed an agreement making ABC the lead network for the next of the coffee spots, featuring the coquettish carryings-on of two neighbors played by Sharon Maughan and Anthony Head.

The fourth spot in the much-publicized series will make its debut the last week of February or first week of March, depending on ABC's movie schedules, said Stuart Klein, VP-management representative at Taster's Choice agency McCann-Erickson Worldwide, New York.

ABC will promote the spot on its two soap opera 900-numbers and run an ad at a discounted rate in *Episodes*, its soap every-other-monthly, Mr. Klein said.

Nestle, in turn, will plug ABC through supermarket point-of-purchase displays, ads in *TV Guide* and a public relations campaign hyping the spot, he said. This will be the third time the Taster's Choice spots have received "tune-in" support in *TV Guide*.

The deal is based on Nestle's

Will the Taster's Choice neighbors get together? Viewers will find out on ABC.

commitment to an incremental ad buy on ABC for the rest of the 1991-92 TV season, said Harry Factor, ABC's VP-promotional sales.

"We will work together on some other ideas throughout 1992 that will bring the consumer closer to Tony and Sharon," he said. But ABC plans no on-air component beyond the ad time bought for Taster's Choice.

ABC will get the lion's share of TV spending for Taster's Choice through summer, and that's likely to be the case again next fall when the fifth spot is unveiled, Mr. Klein said.

Nestle went with ABC after hearing proposals from the three major networks. However, Mr. Klein said the network didn't cut its rates to get the business.

ABC ranks third in the overall network ratings but has the biggest female audience in early morning and daytime programs, key targets for Taster's Choice.

The effort is adapted from a campaign created by McCann's London office for Nestle's Brown Gold coffee in the U.K.

In the last spot seen in the U.S., Tony runs into Sharon at a dinner party. The new episode just might be a date with destiny, or at least Sharon. But Mr. Klein isn't about to spill the beans just yet. □

ABC won't shift sales strategy

By Joe Mandese

NEW YORK—ABC will stick with its traditional approach to network ad sales following a reorganization by Marvin Goldsmith, the newly appointed president of sales and marketing.

Industry observers had speculated ABC might follow rival CBS' lead and adopt a multiple-daypart team approach to sales. Changes in the way several major advertisers have structured their network TV buying assignments fueled that speculation.

But ABC will retain its daypart sales structure, in which individual specialists sell time for specific dayparts, Mr. Goldsmith said.

"Philosophically, we have been very happy with the way the system has operated," he said.

He said, however, that the network—historically characterized by advertisers as rigid and inflexible in its approach to ad sales—will become more "advertiser-friendly."

Mr. Goldsmith was promoted last month from senior VP-general sales manager to president, a new title he said reflects the sales department's new status within the network. He succeeds H. Weller "Jake" Keever, the former exec VP-sales who remains a consultant to the network.

Goldsmith

Equally as significant, Mr. Goldsmith said, was the promotion of George Cain to senior VP-network group, a post that's considered the "right-hand man" to ABC President John Sias. Mr. Cain was formerly senior VP-national sales manager.

Mr. Goldsmith said his and Mr. Cain's promotions will enable the sales department to have a bigger voice in the network's operations. Advertisers and agencies will also have a "voice" at the senior-most levels of the network, he said.

ABC's current sales system is adequate for packaging multidaypart sales, he said.

"We have very quietly done a large number of multidaypart deals," he said, "and we will continue to do so."

Mr. Goldsmith added that senior account execs who sell prime time have the authority to create packages involving other dayparts.

Moreover, he noted, ABC has a yearend bonus pool that benefits all daypart sales executives equally. Neither CBS nor NBC has such a system.

At CBS, groups of sales executives package ad sales for all of the network's dayparts simultaneously to suit advertisers' needs.

That network attributed the move to major advertisers consolidating network daypart buying assignments. Among the marketers are Procter & Gamble Co., Nestle, Eastman Kodak Co. and Mars Inc.

Mr. Goldsmith also said ABC's sales presentations will emphasize more research on the extensive reach and frequency ability of network TV, citing a 1991 study showing that seven ABC prime-time commercial units reached more people than 144 cable TV spots. □

Sega exec says there's no review of account—yet

By Cleveland Horton

Reports of Sega of America placing its $65 million account up for review are premature, says the videogame marketer's new senior VP-marketing.

A review "is certainly an alternative," said Ed Volkwein, but no decision about whether to start a review will be made before the American International Toy Fair later this month in New York.

"The first order of business is to undertake a strategy review, with Sega and its agencies," he said.

Published reports last week of the account going up for grabs set the telephone lines humming to Sega's Redwood Shores, Calif., headquarters as hungry agencies inquired about the possibility of a review. Agency sources say the calls were returned by President-CEO Tom Kalinske's secretary.

"I'm a little concerned that the business is split up."

Her message to the inquiries: Thanks, but no thanks—yet.

Bozell, Los Angeles, currently handles advertising for the Genesis videogame console, while Della Femina, McNamee handles the Game Gear portable unit.

Mr. Volkwein said both are "fine agencies," but expressed some concern about using more than one shop.

"I'm a little concerned that the business is split up," he said. "We're looking for a unified brand approach, and that's difficult with two agencies."

Mr. Volkwein, who assumes the new post today, previously was president of Funk & Wagnalls Corp.

Sega is reviewing its public relations account, now at Ketchum Public Relations, San Francisco. Ketchum will participate, said Ellen Beth Van Buskirk, Sega director of marketing services.

Sega, which has been a distant No. 2 to Nintendo of America in the videogame category, expected to hit nearly $6 billion in sales this year. But Sega ended last year with a strong showing in the new 16-bit generation of videogames. The marketer expects to double sales of its Genesis system to 3.2 million units in 1992, while it projects sales of Game Gear to rise 38% to 900,000 units. Nintendo sold 2.1 million Super Nintendo Entertainment Systems last year. □

Premium beers fall flat

Lower-price brands are big gainers in '91

By Ira Teinowitz

The two top-selling beers, Budweiser and Miller Lite, both had sales declines last year while Coors dropped out of the top 10 altogether.

While those premium-price brands had problems, some popular- and subpremium-price beers posted gains.

The latest numbers from *Beer Marketer's Insights* confirmed some earlier predictions from *Impact*, though the two trade titles differ slightly on exact figures.

Both agree less beer was shipped last year than in 1990, with the drop put at 1.4% by *Beer Marketer's Insights*; both agree some major brands suffered.

Anheuser-Busch's Budweiser, the nation's No. 1 brew, saw shipments fall, with *Beer Marketer's Insights* putting the drop at 5.2%, apparently the brand's biggest drop-off in history.

Budweiser's market share dropped somewhat less but still was 0.8 points below last year's 25%. Some of Bud's losses were made up by Bud Light, which saw shipments rise 5.1%. No. 12 Bud Dry's volume dropped 6.5% to 2.9 million barrels.

Miller Brewing Co.'s Miller Lite, the nation's No. 2 brew, saw its shipments drop 4.5%. Miller High Life's long slide continued, off 14.1% and dropping it to No. 9 in the top beers.

Coors Brewing Co.'s Coors brand fell 19.5% to 3.5 million barrels, ranking it No. 11. The continued growth of Coors Light (tied with Bud Light for No. 3), up 4.9%, helped Coors recover some of the losses.

Coors was the only brewer to increase overall volume, with *Beer Marketer's Insights* showing the growth at 0.8%. A-B was down 0.4%, Miller was flat, Stroh Brewery Co. off 8.6%, G. Heileman Brewing Co. off 11% and Pabst off 1.5%.

The only good news in the premium-price segment was the continued growth of Miller Genuine Draft, up 10.2%, despite the industry's woes.

There was more good news for beers priced below the premium segment. A-B's Natural Light, reduced in price last year, saw shipments grow 40.6%, enough to place it among the top 10 sellers. While smaller in volume, A-B's Busch Light Draft grew 38.1% to 2.9 million barrels.

If the news wasn't great for the three biggest players in the beer industry, it was worse for two of the three lesser players.

Top 10 beer brands

Rank	Brand	Volume*	% chg	Share
1	Budweiser	47.2	−5.2	24.2%
2	Miller Lite	19.0	−4.5	9.7%
3	Coors Light	12.4	4.9	6.4%
4	Bud Light	12.4	5.1	6.4%
5	Busch	9.8	4.3	5.0%
6	Milwaukee's Best	7.1	1.4	3.6%
7	Miller Genuine Draft	6.5	10.2	3.3%
8	Old Milwaukee	5.9	−7.8	3.0%
9	Miller High Life	5.5	−14.1	2.8%
10	Natural Light	4.5	40.6	2.3%

*Volume is shipment in millions of barrels in 1991.
Source: *Beer Marketer's Insights*

Stroh saw every one of its major brands lose volume. Old Milwaukee dropped 7.8%, according to *Beer Marketer's Insights*, and Old Milwaukee Light dropped 10.5% to 1.7 million barrels, said *Impact*. Even Schlitz malt liquor was down 11.8% to 1.5 million barrels, according to *Impact*.

Heileman also experienced big drops with its flagship Old Style off 12.5% to 2.1 million barrels, and Colt 45 malt liquor down 11.1% to 1.6 million barrels, both according to *Impact*.

Only S&P's Corp.'s products showed gains. Pabst Blue Ribbon grew 4%, to 2.6 million barrels and its Olde English "800" malt liquor grew 30.8% to 1.7 million barrels, according to *Impact*.

While the overall numbers look bad for the industry, brewers and analysts believe some of 1991's problems resulted from a flurry of pre-1991 purchases to avoid the excise tax increase.

After the two publications' numbers were compiled, A-B said its volume declined 0.5% but claimed its share of the industry increased 0.7%. Coors said its shipments actually increased 1.2%, while Miller said its volume increased 0.4%. □

Domino's backs new pizza with $10M

By John P. Cortez

Domino's Pizza will spend $7 million to $10 million to launch its improved pizza, starting with TV spots breaking this weekend on college basketball coverage.

The new pizza, with 45% more cheese, bigger toppings and a thicker crust, should be available nationwide by Feb. 10, said Mike Jenkins, director-public relations at Domino's.

Two 30-second and four 15-second spots continue the "Nobody knows like Domino's" theme, while incorporating the new-product buzzwords, "More melted cheese, big better toppings, tender tastier crust." Grey Advertising, New York, is the agency.

Celebrities appearing in the new commercials include Indiana University basketball coach Bob Knight and "Late Night With David Letterman" comedian Larry "Bud" Mellman.

The company also plans to introduce a deep-dish pizza later this year.

Domino's, the leader in the estimated $6 billion pizza delivery segment with 5,700 stores, has seen its share fall 10 percentage points from 1989 to 46% last year. Industry leader Pizza Hut has been the primary beneficiary; in the past five years, the PepsiCo unit has begun delivery and now has nearly 20% of the segment.

Domino's Chairman Thomas S. Monaghan in December removed David Black as president and reassumed control of Domino's himself, a position he gave up in 1989 while seeking a buyer for the company.

Plans to raise Domino's pizza prices 3% to 7% will likely be offset by discount deals, said Rajan Chaudhry, senior editor of *Restaurants & Institutions*.

"This segment is highly deal-oriented—40% of the products are sold at a discount rate," he said. "I have no doubt that even premium pizza [from Domino's] will be discounted at some point." □

Domino's new pizza boasting more and better ingredients hits the front lines of the pizza wars Feb. 10.

TV faces transition

Schultz tells NATPE to consider targeted tools

By Alison Fahey

NEW ORLEANS—The marketing and media business—and TV advertising in particular—will never be the same again.

That's the theory of Don Schultz, professor in the integrated advertising/marketing communication department at Northwestern University's Medill School of Journalism, who spoke at the National Association of Television Program Executives convention late last month.

In a presentation called "Is TV Advertising Obsolete?" Mr. Schultz said that though the recession is spurring some changes in the ad industry, technological advancements such as product scanners and databases will have a more profound long-term effect, as will the shift in power from manufacturers to retailers.

"Advertising people like to say this is a cycle, that when the economy recovers things will go back to the way they were," Mr. Schultz said. "But our media system will never be the same as before. Mass marketing is dead, but we refuse to bury it."

Replacing mass marketing, "where one message fits all," are "discrete messages targeted according to customer profiles," he said.

"Mass marketing is dead, but we refuse to bury it."

Although Mr. Schultz said TV advertising won't become obsolete, he believes some notions about it are outdated.

"TV advertising does work, but we've been measuring the wrong things," he told the audience, mostly TV station executives.

"Stop counting bodies [and] know more about your viewers," he urged. "Marketers have more information than the media, so they are able to negotiate [price]," he said. "They know what they want to buy, and you don't know what you have."

Mr. Schultz suggested TV stations create their own databases so they have more information on their viewers.

He also advised TV stations to create alliances with direct marketing or sales promotion agencies to offer advertisers more than a "stand-alone media buy."

"We've entered a totally new marketplace, one that requires totally new forms of advertising and marketing," Mr. Schultz said.

The marketing and media industries must recognize a new "media paradigm" where eventually the consumer will control the flow of communication, he said.

"It won't be when marketers want to send out the message," he said. "It'll be when the consumer wants to access it." □

COVER STORY

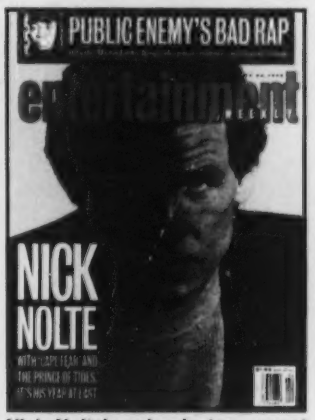
Editors' tide turns in Nolte's favor

By Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearances on the cover of more than 30 of the nation's leading publications.

Actor **Nick Nolte** is the prince of magazine covers for January.

His roles in "Prince of Tides" and "Cape Fear" attracted the spotlight, bringing 8.5 points on the Cover Story index.



Nick Nolte's roles in two recent films put him in the limelight.

Cover Story assigns point values to cover appearances based on factors such as publications' frequency and prominence of the photos.

Second with 8 points was **Julia Roberts**, who won the Cover Story crown for 1991. Attention continued in January, spurred by her role in "Hook."

Earvin "Magic" Johnson scored 7 points to tie for third place as he continued to speak out about public awareness of AIDS. **Michael Jackson** also earned 7 points with attention surrounding his new album, "Dangerous."

Cover Story veteran **Elizabeth Taylor** placed fifth with 6 points; stories profiled her long acting career or covered her new marriage.

Sixth place went to former president **John F. Kennedy**, who garnered 5.5 points from attention surrounding Oliver Stone's film "JFK."

Seventh place saw a four-way tie at 5 points between **Annette Bening and Warren Beatty**, with stories on their performances in "Bugsy" and the birth of their daughter; **Kevin Costner**, who plays Jim Garrison in "JFK"; **Madonna**; and **Anita Hill.**

Rounding out the survey with 4 points each were **the Persian Gulf War anniversary, Oprah Winfrey, Delta Burke, Pee-Wee Herman** and **Cher.** □

MEDIA MIX

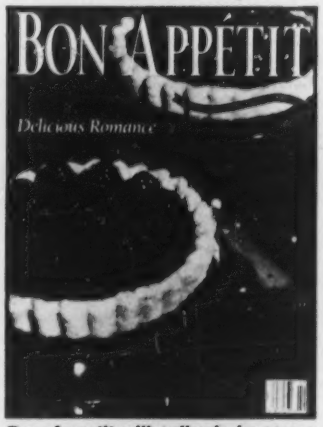
MEDIA WORKS

***Bon Appetit's* seven-course menu.** Knapp Communications Corp.'s *Bon Appetit* restructured its New York sales force, switching to category sales from a general sales approach. The monthly named seven category managers, each of whom will be responsible for sales, marketing and promotion in a given category. Publisher Polly Perkins said she's also looking for a sales development director.

Bravo for airtime! Cable TV network Bravo for the first time is soliciting marketers to underwrite programming. Bravo's cultural and arts programming, commercially uninterrupted since the New York-based network's inception in 1980, will remain free of commercial breaks. Texaco has made an 18-month commitment as exclusive underwriter of "Texaco Performing Arts Showcase." Bravo has more than 7 million subscribers.

***SmartMoney* scores ads.** The March launch issue of *SmartMoney*, a New York-based joint venture between Hearst Corp. and Dow Jones & Co., will carry 98 paid ad pages, said Jack Heistand, Hearst publisher of magazine development. The February/March launch issue of Capital Publishing Co.'s rival personal finance magazine, *Worth*, carried 97 ad pages.

Not just blowing smoke. M. Shanken Communications, New York, publisher of *The Wine Spectator*, is planning to light up a new magazine, *Cigar Aficionado*, a quarterly for cigar connoisseurs. Details on the launch were not available, but the Feb. 15 issue of *The Wine Spectator* features a special report on cigars.



***Bon Appetit* will sell ads in seven categories.**

Home Shopping Network, St. Petersburg, Fla., has signed an exclusive one-year direct TV sales, direct mail and travel license agreement to market products and events tied to the Spain '92 quincentennial celebration.

Meredith title seeks ads. Meredith Corp.'s Craftway Corp. subsidiary, Des Moines, Iowa, launched its first ad-supported magazine, the quarterly *Treasures in Needlework*. Meredith officials say they have no plans to convert Craftway's other books, including *Cross Stitch & Country Crafts*, to carry advertising.

Fox drops news channel plan. Fox Television, Los Angeles, and Tele Communications, Chicago, canceled plans for a 24-hour Chicago cable news channel called "The News Channel." Former "Good Morning America" weatherman John Coleman, ceo of the venture, cited the sluggish economy. After leaving his network post, Mr. Coleman helped start cable's "The Weather Channel."

P.M.s don't play in Peoria. The *Peoria* (Ill.) *Journal-Star* dropped its afternoon edition Jan. 20, several months ahead of original plans, saying conversion to a morning-only paper had gone faster than expected. □

NEWSSTAND

Print advertising opportunities.

Autoweek, Detroit, "1992 motorsports preview" special edition, Feb. 24 issue; ad close: Feb. 6. B&w page: $12,415; color page: $19,335.

Premiere, New York, "4th annual Academy Awards" special edition, April issue; ad close: Feb. 7. B&w page: $14,940; color page: $21,630.

Movieline, Los Angeles, "David Bowie" special ad section, April issue; ad close: Feb. 10. B&w page: $4,021; color page: $5,500.

The New Yorker, New York, "Discover France: again and again" special ad section, April 20 issue; ad close: Feb. 10. B&w page: $27,545; color page: $43,925.

House Beautiful, New York, "Beautiful expressions" special ad section, May issue; ad close: Feb. 11. Color one-sixth page: $4,300.

Bicycling, Emmaus, Pa., "Helmet buyer's guide" special editorial section, May issue; ad close: Feb. 13. B&w page: $12,560; color page: $18,210.

Parade, New York, "Everybody loves potatoes" special editorial section, March 22 issue; ad close: Feb. 13. Color page: $366,700.

Family Circle, New York, "Diet America challenge" special editorial section, May 12 issue; ad close: Feb. 14. B&w page: $81,510; color page: $96,990.

Redbook, New York, "Red letter days" special ad section, May issue; ad close: Feb. 14. Color page: $69,755.

Sports Illustrated, New York, "Olympic track & field pathways" special ad section, April 13 issue; ad close: Feb. 17. Color page: $134,000.

U.S. News & World Report, New York, "Graduate schools" special editorial section, March 23 issue; ad close: Feb. 24. Color page: $77,100.

Premiere, New York, "The power issue" special ad section, May issue; ad close: Feb. 25. B&w page: $17,070; color page: $24,020.

TV Guide, New York, "Academy Awards" special editorial section, March 28 issue; ad close: Feb. 25. B&w page: $95,750; color page: $112,700.

Crain's New York Business, New York, "International" editorial section, March 9 issue; ad close: Feb. 27. B&w page: $9,800; color page: $11,675.

Corporate Cleveland, Cleveland, "Business and the Earth" special editorial section, April 15 issue; ad close: March 1. B&w page: $3,665; color page: $4,685.

Parade, New York, "Turkey—any time of year!" special editorial section, April 12 issue; ad close: March 5. Color page: $366,700.

Island, Santa Barbara, Calif., "Summer travel" special ad section, May/June issue; ad close: March 6. B&w page: $7,115; color page: $8,895. □

Joe Mandese coordinates MediaWorks.

TRACKING SHARES

The growth of Olympics

The Winter Olympics have gotten increasingly more coverage and higher ratings since the 1968 Games. They've gotten more expensive, too, with ad time more than tripling in cost. With the 1992 Winter Olympics set to begin Feb. 8, here is a review of prime-time coverage of past Games.

YEAR	SITE	NETWORK	DAYS	HOURS OF COVERAGE	RATINGS	HOUSEHOLDS	AVG. COST PER :30*
1968	Grenoble	ABC	9	9:30	13.4	7.6 million	$60
1972	Sapporo	NBC	8	11:05	17.2	10.7 million	$72
1976	Innsbruck	ABC	13	26:30	21.7	15.1 million	$69
1980	Lake Placid	ABC	13	34:58	23.6	18.0 million	$71
1984	Sarajevo	ABC	14	40:00	18.2	15.3 million	$175
1988	Calgary	ABC	16	53:31	19.3	17.1 million	$192

*In thousands. Source: Nielsen Media Research

FOR THE RECORD

CARIBBEAN TOURISM Organization, New York, named **McCaffrey & McCall** to handle the newly formed, 28-country association's $15 million account. McCaffrey has given up the $5 million to $10 million Puerto Rico Tourism account, which it jointly handled with Badillo/Saatchi & Saatchi Advertising, San Juan. That account is expected to go up for review later this year when a new government is elected.

WALT DISNEY CO.'S Buena Vista Home Video will team with Nabisco Biscuit Co. for a $25 million cross-promotion tied to the April videocassette release of "101 Dalmatians." The promotion includes a $3 video rebate offer on 20 million boxes of Nabisco cookies and crackers. The videos will also carry promotional inserts for "Dance! Workout With Barbie," a kids' exercise video Disney will market in conjunction with toy giant Mattel. An eight-month national ad and promotional campaign supports; DDB Needham Worldwide, Chicago, handles creative for Disney. Separately, Disney dropped a 2-year-old antitrust suit against Fox Broadcasting Co. over competing children's programming. The suit, in U.S. District Court in Los Angeles, claimed Fox tried to force its affiliates to drop Disney's syndicated children's programs to make way for the Fox Children's Network.

ACCOUNT ACTION: Pfizer Corp., New York, narrowed the review for its $7 million Visine brand to Calet, Hirsch & Spector; Grey Advertising; Partners & Shevack; and Warwick Baker & Fiore. Backer Spielvogel Bates was the previous agency. . . . **Modell's Sporting Goods**, New York, to **Barkley & Evergreen**, Shawnee Mission, Kan., from in-house for its $5 million to $7 million spot TV and print account. . . . **Thermos**, Schaumburg, Ill., to **Keller Crescent Co.**, Evansville, Ind., from Hollingsworth, Rockford, Ill., for its $3 million-plus TV and print account. . . . **John Nuveen & Co.**, Chicago, to **Cramer-Krasselt** for its new $2 million to $3 million direct marketing and database marketing development account. . . . **Shoe-Town**, Totowa, N.J., to **Follis DeVito Verdi**, New York, and **Media Buying Services International** from Solin Associates for its $2 million to $3 million account. . . . **Fruit of the Loom**, Bowling Green, Ky., to **Leo Burnett Co.**, Mexico City, for its new Mexican account.

OBITUARY: Freddie Bartholomew, 69, retired VP at Benton & Bowles, New York, died of emphysema Jan. 23 in Sarasota, Fla. Mr. Bartholomew was a major child film star, something he sought to downplay during his agency career.

WORTH NOTING: GGK, London, with 15 first-place awards, and Leo Burnett USA, Chicago, with 13 were the big winners at the Mobius Advertising Awards Jan. 30. U.S. agencies won 106 of 181 Mobius awards presented. Burnett's "Dance Card" spot for Hallmark Cards received the TV Best of Show award. . . . **Lowe Group**, London, part of Interpublic Group of Cos., has opened Academy, an office that will provide counseling services on sponsorship issues to sports governing bodies and other commercial rights holders. Paul Smith, formerly with sponsorship shop ISL, Lucerne, Switzerland, was named managing director.

Salem turns up heat

Ideas being tested from Leber Katz, Trone

By Judann Dagnoli and Jon Lafayette

NEW YORK—FCB/Leber Katz Partners is competing with a tiny North Carolina agency for a new national ad campaign for R.J. Reynolds' Salem brand, a $40 million account now handled by Leber Katz.

The tobacco marketer is considering both efforts and will choose one based on research now being conducted. A decision is due in about a month.

Leber Katz's competition is tiny Trone Advertising, a Greensboro shop with $31 million in billings that previously worked on R.J. Reynolds Tobacco Corp.'s controversial "Joe Camel" campaign for Camel cigarettes.

However, RJR Chairman-CEO James Johnston said regardless of the outcome of the competition, the account won't be moved.

A decision was due Friday, but sources said the company decided to continue testing the campaign ideas. The testing follows at least six months of rumors that Trone has been pitching on Salem with an eye toward winning the account.

But while the two shops were said to sweating out the creative competition, Mr. Johnston maintained "there is no closet review."

Instead, he likened the situation to RJR asking Trone, Young & Rubicam and Leber Katz to contribute ideas on the Winston "Wrap" campaign last June.

"This is the same thing as Winston," he said. "We are harnessing the talent of all our agencies. Does this lend a little competition [incentive] to our agencies? Yes."

Leber Katz and Trone President Lee Trone both declined comment.

Although Mr. Johnston pointed out that the Winston competition didn't lead to an account move, the company hasn't always shown reluctance to shuffle cigarette accounts. Nor is RJR, which buys its media in-house, likely to spurn Trone because of its size.

In October, the company moved its $45 million Camel account to Mezzina/Brown, then a two-man breakaway shop formed by two ex-staffers from Y&R, the previous agency of record.

RJR has been seeking a long-term image campaign for Salem for well over a year, after scrapping Leber Katz's "Refreshest" effort. □

Gary Levin contributed to this story.

Nabisco

(Continued from Page 1)

ship of Nabisco Biscuit Co. President Ellen Marram, another sign of the company's commitment to rebuilding the business, company executives say.

Nabisco's cereal business could use a boost. Market share has steadily declined over the last few years, from a 5.2% pound share in 1988 to 3.3% for the year ended Oct. 5, according to Nielsen Marketing Research.

Behind the decline were two failed products. Breakfast Bears cereal, based on Nabisco's highly successful Teddy Grahams cookies, flopped because the cereal didn't hold up well in milk. The other failure was Fruit Wheats, featuring fruit inside a wheat square; it didn't catch on with consumers.

Like others, Nabisco also erred in jumping on the oat bran bandwagon in 1988. The company introduced several oat bran line extensions, including Shredded Wheat With Oat Bran, which faded with the oat bran fad in 1990.

At the same time, Nabisco's ad spending began a precipitous decline.

In 1989, the company spent $22 million to support its cereal lines, plunging to $8 million for the nine months ended in September, LNA/Arbitron Multi-Media Service reported.

Nabisco wouldn't say how much spending will be increased over the next two years. But given the breadth of its Shredded Wheat effort, the increase is expected to be healthy, taking spending over the $15 million mark at least.

A network TV spot, in 15- and 30-second versions, shows "American Bandstand" host Dick Clark "celebrating a birthday for a living legend," which he says "is not me, although you probably think I've been around forever."

The commercial kicks off a consumer promotion in which Nabisco is putting certificates worth $100 each in 10,000 boxes of Shredded Wheat, Shredded Wheat 'n Bran and Shredded Wheat Spoon Size through April.

T.J. Paul, a Philadelphia promotion house, handles the promotion.

Nabisco also plans "birthday breakfast parties" for Shredded Wheat in Miami, Houston, Denver and Naperville, Ill., in May. The parties will feature the "Shredded Wheat Band."

In June, the company will host a party in Niagara Falls, N.Y., site of the first Nabisco Shredded Wheat factory.

Although Mr. Baumbusch wouldn't discuss creative for the long-term campaign, he indicated it will update the Shredded Wheat brand image while preserving its equity as a trusted tradition. □

Coupons

(Continued from Page 1)

at ways to help consumers beat the recession. They should be looking at ways they can use their marketing dollars in ways that directly benefit consumers."

Leading the greater-than-expected growth in distribution was the steep rise in the number of health & beauty aids coupons, which NCH determined rose 11.2% to 68.6 billion. The number of grocery-product coupons rose 2.6% to 223.4 billion.

Consumers saved more than $4 billion with coupons; manufacturers paid retailers $596.8 million in fees for coupon handling.

The recession has confounded earlier suggestions that coupon distribution was reaching saturation, said Ken Bortner, president of News America's free standing insert division. He expects distribution to rise again in 1992.

"I think when you have 23 million people on food stamps or some sort of public aid, and when you can deliver, say, savings of $30 through a coupon drop, people are going to take note of that and use those coupons," he said. "And with the onset of brand parity, more people are buying on price."

The average face value of redeemed coupons in 1991 was 54¢, up 8.4% from 49.8¢ in 1990.

FSIs remained the primary choice for coupon delivery, accounting for 79.6% of the total, compared with 79.9% in 1990, according to NCH. Newspapers' share was unchanged at 5.3%, and magazines remained steady at 2.3%.

Direct mail delivery, which gained share through the 1980s, declined a percentage point to a 4% share. In-pack/on-pack coupons gained slightly, accounting for 3.8% vs. 3.5% in 1990.

The biggest gain in NCH's media tracking came in the "other" category, which is primarily in-store couponing such as on-shelf or at-checkout dispensers. The category's share rose to 5% from 3.9%.

Unlike NCH, CMS tracks "in-ad" coupons, distributed primarily through retailer-sponsored co-op circulars. CMS said in-ad coupons accounted for 7% of the 314 billion coupons distributed in 1991, up dramatically from 3% of 280 billion coupons in 1990.

"When we asked consumers whether they expected the economy to get better or worse over the next six months, 30% said they expected it to be worse, 40% said they thought it would be the same," Ms. Perrin said. "Given that pessimism, it's likely coupon use will continue to rise." □

FDA

(Continued from Page 1)

U.S. Department of Justice.

FDA investigative tactics prompted the formation of the Coalition of Healthcare Communicators, which includes the American Association of Advertising Agencies, Pharmaceutical Advertising Council and other health, media and pharmaceutical companies. The group will develop a strategy on how to deal with the FDA. The issue is also among the topics of a series of legal affairs seminars this month sponsored by the Four A's.

In response to charges of strong-arm tactics, FDA spokesman Mike Shaffer said: "I don't think anyone here would acknowledge that, and I don't know if it's accurate. But my understanding is that the agency has the right to inspect records, and I would presume that companies cannot transfer records to employees' homes to avoid [FDA inspection] . . . and that may have been what has happened."

Increasing pressure from the pharmaceutical industry appears to have contributed to the FDA's change of heart about issuing guidelines.

"We were surprised at the reaction to the guidelines we proposed for continuing medical education," said Mr. Shaffer, referring to the agency's initial proposals explaining what the FDA would and wouldn't allow in drug company-sponsored conferences.

After the proposed medical conference guidelines were issued, the Coalition of Healthcare Communicators issued a stinging critique.

"We had thought that we would issue [the guidelines] and that everyone would knuckle under."

"We had thought that we would issue [the guidelines] and that everyone would knuckle under," Mr. Shaffer said. "Now the agency's thinking is more to doing something cooperatively. And because of the trouble with the CME guidelines, there may be grounds for saying there will be problems in other areas as well," such as proposed guidelines for direct-to-consumer advertising.

The major criticisms of the FDA's proposed guidelines for continuing medical education centered on whether the agency might be trying to assert its regulatory role in an area of speech protected by the First Amendment and whether the agency was squelching information that would be beneficial to the public, said John Kamp, Four A's VP.

"The FDA was saying that if research was funded by a drug company, and that the results of that research with respect to a particular disease were discussed at a conference, then the discussion could only be about the approved use of that drug," Mr. Kamp said.

FDA Commissioner David Kessler has publicly expressed concern about the objectivity of medical conferences sponsored by pharmaceutical companies, saying some appear to be little more than a promotion for the companies' drugs.

Mr. Shaffer said the FDA's likely next step could be to rely on an accredited third party to monitor medical conferences for compliance with FDA policies.

"They would not have enforcement authority but could report any violations to the FDA," he said.

"As for consumer media advertising, we will have to issue something—guidelines or a policy statement," he said but offered no time frame. □

Kids

(Continued from Page 3)
Chompin' Chicken Drumlets, Roarin' Ravioli, Belly Bustin' Beef Patties, Growlin' Grilled Cheese, Wobblin' Wheels & Cheese, Chillin' Cheese Pizza, Frazzlin' Fried Chicken and Frenzied Fish Sticks.

Creative is likely to incorporate the animated spokescharacters on Fun Feast's packaging. Each box features a different animal such as Edgar the Elephant, Melvin the Moose and Sammy the Shark.

Boxes also contain "surprise packs" of trinkets like personalized memo pads, doorknob hangers or a "secret decoder."

To outflank ConAgra, which holds 66.4% of the $122 million frozen kids meal segment, according to Nielsen Marketing Research figures, and Tyson, with 33.6%, Campbell is pricing the Swanson line lower than competitors.

Mr. Van Stone said the suggested retail price on Fun Feast is $1.89, compared with Looney Tunes, now at $2.19 after a price drop in May from $2.39. Kid Cuisine is priced at about $1.99.

Despite the strength of the established players, there may be room for a third competitor in frozen kids meals.

Nielsen figures for the year ended Sept. 14 show Kid Cuisine sales at $81 million, up 29.4% from a year earlier, even before ConAgra added new breakfast and six Mega Meal varieties last fall. Looney Tunes doubled its sales to $41 million by adding new varieties, including Looney Tunes Pasta.

Still, some food industry executives remain wary of the long-term future of kid-specific meals, remembering all too well the failure of the former Libby, McNeil & Libby's Libbyland kids meals in 1972.

Mary Anne Jackson, founder of My Own Meal Co., a marketer of shelf-stable kids' meals, said the category is "absolutely here to stay."

"Parents are looking for good, fast-food for their kids, and Kid Cuisine has done a good job of coming out with new products, like Mega Meals," she said. "But there will be more room for new players if they don't duplicate products. Kids like variety as much as retailers do." □

Julie Liesse and Christy Fisher contributed to this story.

Cable

(Continued from Page 3)
ucts, complaining to stations or advertisers, or joining an organization to support TV improvement.

The study found that among households with cable TV, viewers were more aware of Cable News Network than Fox Broadcasting Co.

Turner Broadcasting System's CNN ranked fourth in unaided awareness among all TV networks behind the Big 3 TV networks, while Fox placed fifth.

Even in households without cable TV, CNN gained significant awareness, with 10% of the respondents citing the cable TV network, compared with 3% the previous year.

Mr. Guggenheim said CNN's awareness was heightened by its coverage of the Persian Gulf War, among other things, and by the media coverage the network received.

"Once you put that type of awareness in people's minds . . . my guess is that it won't decline," he said. □

Mexico woos tourists

MEXICO CITY—Mexico's Secretariat of Tourism this month will launch a $6 million print campaign in the U.S. and Canada promoting the country's top 11 beach resorts.

The ads were produced in-house. This month and next, Mexican agencies will be asked to pitch for the remainder of this year's business. Saatchi & Saatchi Worldwide's Montenegro/SSA handled the account last year. □

Michelob thinks older

By Ira Teinowitz

Anheuser-Busch is backing its eroding superpremium Michelob brand with a new strategy and campaign that aims for an older audience instead of its traditional 21-to-26-year-old target.

Michelob ads are also targeting women more strongly.

"What we have been watching is a shift. The population is aging a bit," said Bob Goughenour, group brand director for Michelob. "The Michelob family has greater appeal to that audience—adults. That generation knows Michelob's quality, and it's a reasonably good target with a whole lot of value, not to mention the competitive pressure in the battle for younger drinkers."

The new campaign, from D'Arcy Masius Benton & Bowles, St. Louis, broke Jan. 26 and takes a "Michelob family" orientation—replacing most individual advertising for Michelob, Michelob Light and Michelob Dry.

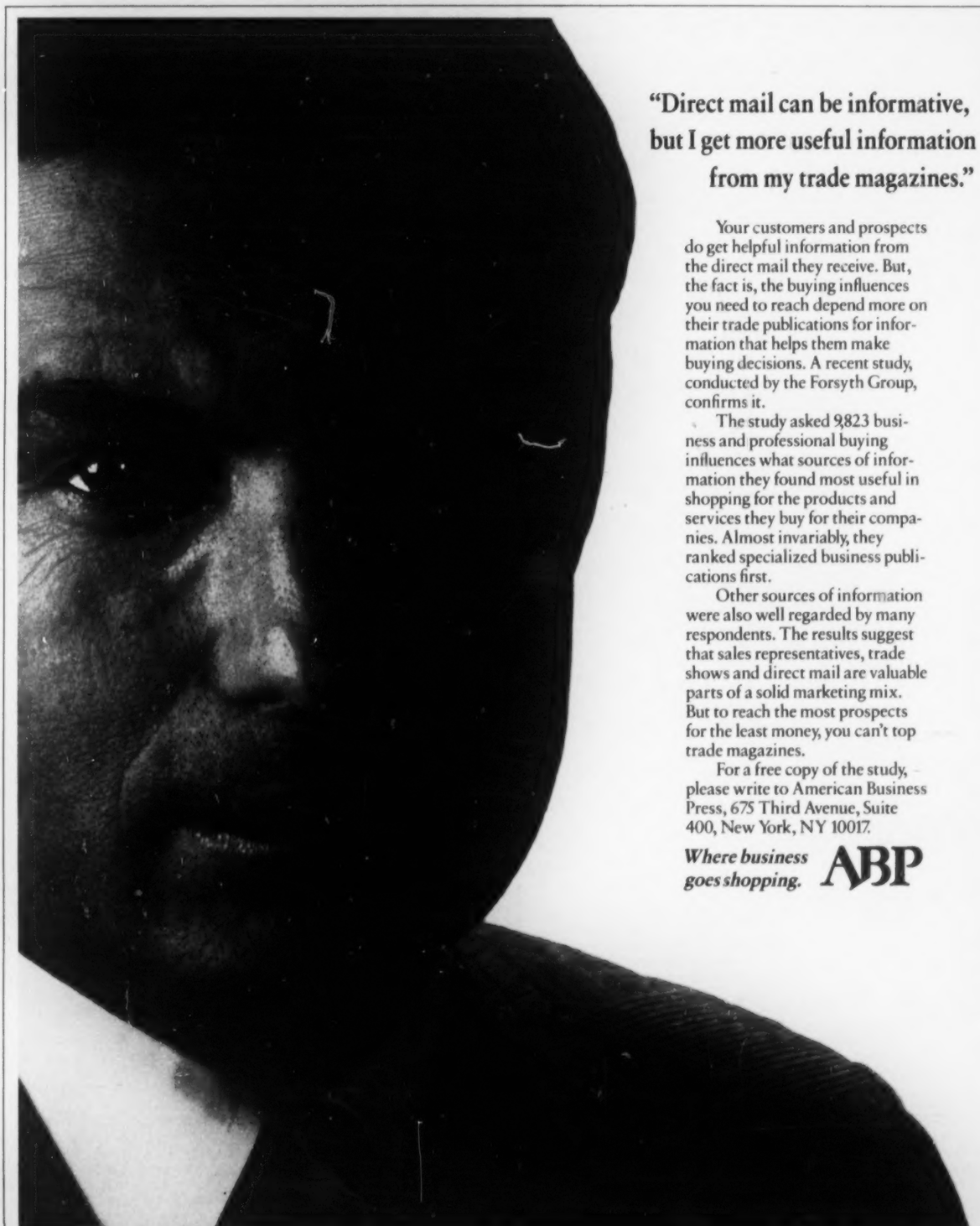
Network TV, radio and print ads use a "Some days are better than others" theme. TV and print ads feature people celebrating an event.

Company officials wouldn't disclose spending, but industry sources estimate A-B will spend at most $25 million on the brands this year. Michelob advertising is expected to air during the Winter Olympics.

The campaign is the first since D'Arcy regained the mainline Michelob account in August from DDB Needham Worldwide, Chicago, and is the first major image-oriented TV effort since the "Night belongs to Michelob" campaign three years ago.

Questions remain, however, about long-term plans for Michelob. A-B is also expanding its test of premium-price Michelob Golden Draft and Golden Draft Light, two Miller Genuine Draft look-alikes, with ads from DDB Needham.

Michelob is suffering from a continuing sales slide. Last year, Michelob, the nation's No. 14 brand, saw shipments slip 12.9% to 2.7 million barrels and its market share slip to 1.4%, *Impact* reported. □



"Direct mail can be informative, but I get more useful information from my trade magazines."

Your customers and prospects do get helpful information from the direct mail they receive. But, the fact is, the buying influences you need to reach depend more on their trade publications for information that helps them make buying decisions. A recent study, conducted by the Forsyth Group, confirms it.

The study asked 9,823 business and professional buying influences what sources of information they found most useful in shopping for the products and services they buy for their companies. Almost invariably, they ranked specialized business publications first.

Other sources of information were also well regarded by many respondents. The results suggest that sales representatives, trade shows and direct mail are valuable parts of a solid marketing mix. But to reach the most prospects for the least money, you can't top trade magazines.

For a free copy of the study, please write to American Business Press, 675 Third Avenue, Suite 400, New York, NY 10017.

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